

# Exhibit 10

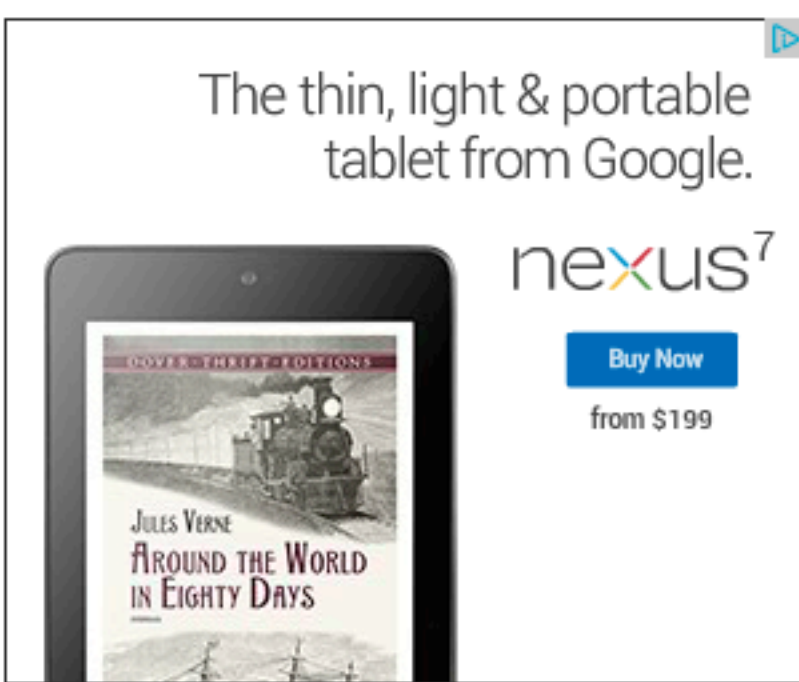


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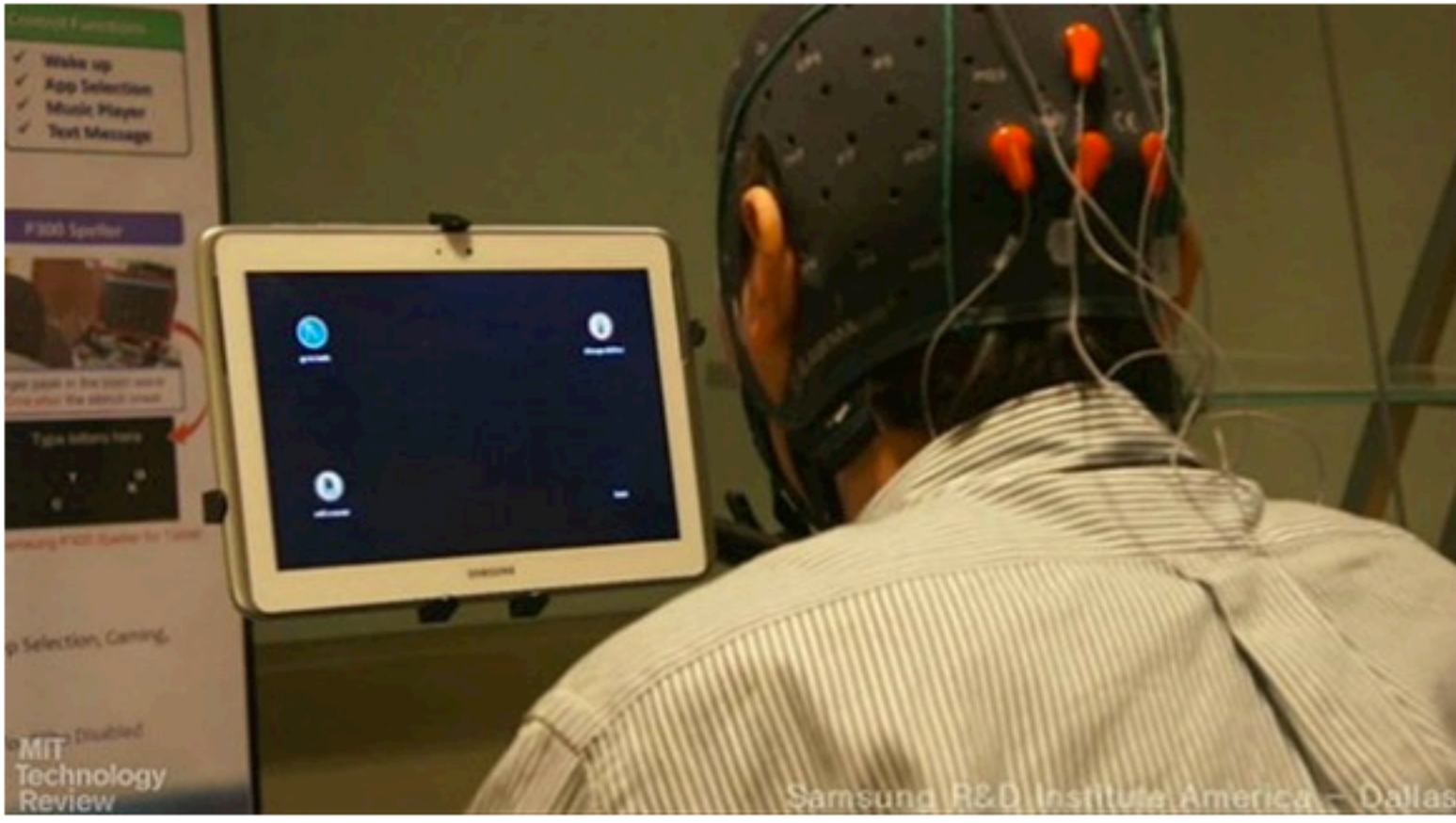
# Samsung and the University of Texas conspire for thought controlled tablets

Shane McGlaun, Apr 22nd 2013 | Discuss [5] | +1 [7] | Tweet [30] | Like [26]



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Over the last few years there have been quite a few products come to market that boast the ability to be controlled using your thoughts. Most of these items have been thought-controlled toys, but we have seen systems that promise to allow you to control your music using your thoughts. Electronics giant Samsung is working with researchers at the University of Texas on a project that has to do with providing control of a tablet using brain waves.



This could be very significant, particularly for users that have limited mobility due to disease or paralysis caused from an accident. The project Samsung and the researchers are working on uses EEG caps to give users control over tablets and smartphones. Samsung is reportedly wanting to take this technology mainstream.

For now, the technology is limited to use with those that have disabilities. The system has participants wear EEG caps that are able to measure the electrical activity along the scalp. The participants in the program are able to make selections on the tablet screen by focusing on an icon that flashes at a distinct frequency from others on the screen.

The system is able to recognize those different flashing frequencies as a unique electrical pattern. The researchers say that for now the system has an accuracy of about 80 to 95%. It also allows the participants to make selections approximately every 5 seconds. One goal of the project is to create an interface that is less invasive than currently required. Ideally, Samsung researchers will be able to create a system for users to wear all day long using something such as a hat. There is no indication of when this technology might be ready for mainstream use.

[via Engadget]



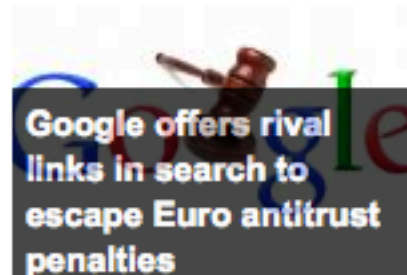
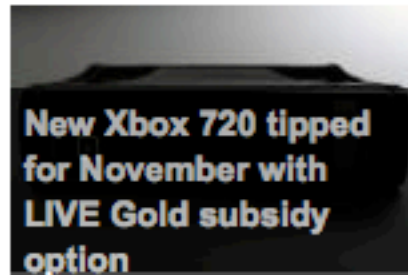
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- bruce · 4 days ago  
This story is a dupe. You've wasted your time, Mr McGlaun. And worse than that, so have I.  
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- bruce → bruce · 4 days ago  
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- Dagmar Schneitz · 4 days ago  
I hope this story is science fiction. Since when is it ok for man to play God and read our thoughts? And of course they're going to pitch it for good, but this technology, I fear, is going to be used for anything but good. Ever read Orwell's 1984?  
0 ^ | v | Reply | Share
- bruce → Dagmar Schneitz · 4 days ago  
Could be worse I suppose - at least they're only reading thoughts. If it were Apple, they'd be trying to write.  
Also, regarding playing God - isn't all medicine "playing God"? Three millennia ago average life expectancy was around 35. But, because of medicines and research into nutrition people live, on average, twice as long. Similarly the incidence of complications at birth - 3000 years ago the chance of mother and baby surviving wasn't high - today there's an inquiry when one of them die.  
1 ^ | v | Reply | Share
- erethrin → bruce · 2 days ago  
Your comment on Apple made my day... :) let me add: "and patent infringement as a proprietary system, so they can sue any other sentient systems for IP infringement"  
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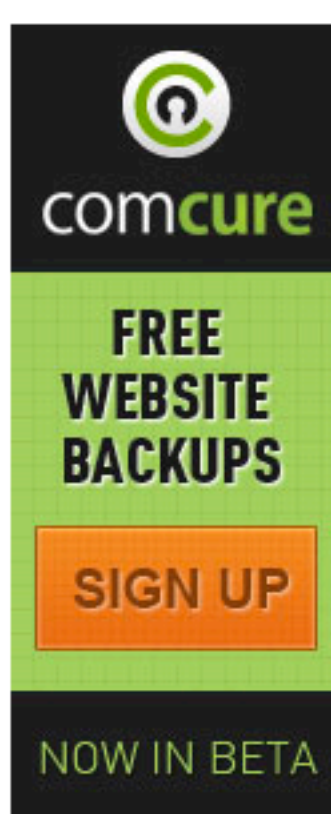
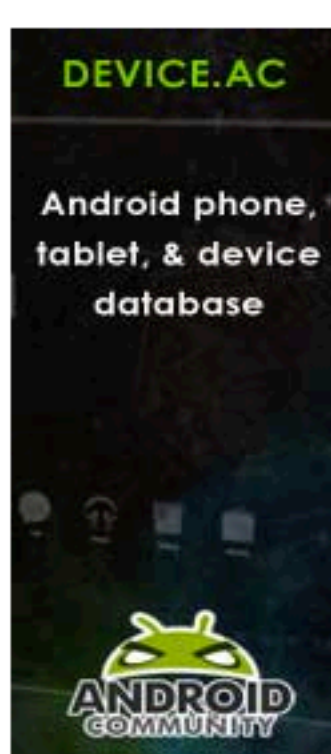
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Will you buy the Samsung GALAXY S 4?

☐ Definitely!

☐ Maybe, I'll wait until the reviews are out

☐ I'll stick with my Galaxy S III

☐ I'm going for the HTC One

☐ No way, it's an iPhone for me

☐ I'll pick a different smartphone

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